

## Vini Mehta

Seeking for a advanced position to utilize acquired skills and abilities in the industry that offers professional growth while being resourceful, innovative and flexible.

### Summary

An experienced Business Development Professional with over 14 years of experience in collaborating with Private, Government and Multi-National Companies. Also having expertise in Communication, Networking, Negotiating, Identifying business opportunities.

Currently responsible for India Business Development and Marketing for a leading Fire Fighting Solutions company.

Specialties: People Management, Sales & Marketing, Business Development and Product Development

### Education

2006 - Masters of Business Administration from Symbiosis

2003 - Bachelor of Commerce from Sri Bhagwan Mahaveer Jain College

### Experience

#### **Vivek Engineering Corporation**

**2010 - till date**

#### **Business Developer / Marketing Manager**

Company - Vivek Engineering Corporation, is a Manufacturer/supplier of complete range of Fire Safety & Security Equipment with specialized after sales service. Head Quartered in Bangalore and having branches in Chennai & Visakhapatnam.

#### **Roles and Responsibilities:**

- Primary responsibility is to drive Marketing and Sales for South India
- Instrumental in building and managing stakeholders, clients, suppliers/dealers
- Managing service division operations with 4 members team (AMC and 24 hr Virtual / on-sight Support)
- Reviewing the market trend on regular basis to Rebuild/Revamp Marketing Strategies
- Identifying and developing new products, working on the go-to-market strategy and Implementation
- Building collaborative work culture among employers, organising outdoor events and activities
- Planning and reviewing team productivity and coach them to achieve their goals & target

**Sika India Pvt. Ltd.,**

**2006 - 2009**

**Distributor / Business Development Manager South India**

Company - Sika India Pvt. Ltd., is Swiss multinational specialty chemical company that supplies to the building sector and motor vehicle industry, headquartered in Switzerland. The company develops and produces systems and products for bonding, sealing, damping, reinforcing, and protecting. We were the Distributors for Sika Sealant Division in South India

- Responsible for developing the market for their Sealant Division in South India. First product of its kind to replace the traditional rubber beadings that was used to fix the glass on Vehicles.
- Set up team with technical expertise to provide onsite training to the clients on usage and application of the product
- Built strategic marketing techniques to expand the market in a way to help clients to switch and adopt to the new technology
- Managed the inventory to ensure timely distribution of the product to keep up to the clientele requirement
- Participated in exhibitions to increase product awareness and boost sales
- Incremented the South India business in 3yrs. ensuring the company and the product holds the market stake for years to come.

Sex : Female

Place : Bangalore